



# FOCUS

Integration • Inclusion

Vol. 1 n° 10 • Spring 2012

For a fair and welcoming French-language community in Ontario

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# About...

## CIC's Ongoing Commitment

By Darlyn Mentor,  
Director, Settlement Programs, CIC

**FOCUS Integration • Inclusion**  
is published at least twice yearly.

This magazine is produced and edited by  
**La Passerelle I.D.É.**



in collaboration with



and funded by  
**Citizenship and Immigration Canada**  
Settlement Directorate, Ontario Region



Citoyenneté et  
Immigration Canada

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**La Passerelle I.D.É.** is a non-profit  
organization created in response to the  
integration and economic development  
needs of young Francophones from the  
various cultural communities of Greater  
Toronto. Founded in 1993, La Passerelle  
is recognized within the French-speaking  
community for its leadership on issues and  
matters affecting its clientele.

[www.passerelleide.com](http://www.passerelleide.com)

To consult calls for proposals issued by  
**Citizenship and Immigration Canada**,  
Settlement Directorate, Ontario Region,  
visit [www.etablissement.org](http://www.etablissement.org).

The *Citizenship and Immigration Canada (CIC) Strategic Plan to Foster Immigration to Francophone Minority Communities* (2006-2011) and the *Roadmap for Linguistic Duality (2008-2013)* are being evaluated at the national level. This is an opportunity to take stock of the work done since 2006, indeed to see how Francophone immigration has evolved since the implementation of the Strategic Framework (2003), and what strides have been made thanks to CIC programming and the work of other federal departments. CIC plans to use the outcome of this evaluation to shape the vision of Francophone immigrant communities and to focus its programming efforts on meeting the fundamental needs of newcomers.

CIC programming in Ontario is being implemented in four key areas: recruitment, language training, access to employment and welcoming communities.

In November 2011, the Ontario Region took part in a new edition of Destination Canada held in Paris, Brussels, and Tunis. Three factors contributed to its success: the employer awareness-raising and recruitment strategy in Northern Ontario; the hosting of two events, one in Sudbury and the other in Thunder Bay, and an international video conference involving North Bay and Timmins employers; and Northern Ontario's media strategy, which gave Destination Canada increased visibility. This latest effort has led to the recruitment of 11 newcomers:

- five (5) Tunisians and one (1) skilled worker from Belgium, all of whom plan to settle in Sudbury;
- two (2) highly skilled workers from France who have jobs waiting for them in Waterloo; and
- two or three computer specialists en route for Ottawa.

In 2011-2012, Collège Boréal provided LINC (Language instruction for newcomers to Canada) to French-speaking immigrants. By improving their language skills, newcomers increase their chances of finding gainful employment.

Two economic integration projects are currently underway: *Opportunities for All*, which also focuses on entrepreneurship, and the Job Search Workshops (JSW), whose curriculum has been revamped.

As well, resources are being developed on [www.etablissement.org](http://www.etablissement.org). They include online training information; collaboration as well as information and best practice sharing; creation of an online database of program results; new information and discussion forums for French-speaking immigrants.

Two pilot projects are being implemented in response to the specific needs of French-speaking immigrants. One project deals with mental health, while the other provides financial management training.

The strides made to date with respect to Francophone immigration are truly indicative of CIC's ongoing commitment to this issue, immigrant outcomes and the successful integration of French-speaking newcomers in Ontario.



# Promotion, Recruitment and Settlement

## Ottawa Local Immigrant Partnership (OLIP) News



### Background

The creation of Local Immigrant Partnerships (LIPs) across Ontario illustrates the importance of immigration to ensure the future prosperity of our cities. More importantly, LIPs are the instrument through which communities can engage in coherent and coordinated planning at the local level in order to successfully attract, retain and integrate newcomers.

The Ottawa Local Immigrant Partnership (OLIP), which works collaboratively with the Eastern Ontario Francophone Immigration Support Network, was created in October 2009 with funding support from Citizenship and Immigration Canada (CIC) through the Canada-Ontario Immigration Agreement (COIA). It immediately swung into action, organizing and facilitating six major discussion tables, one for each key sector, specifically:

- Economic Integration
- Settlement
- Education
- Health and Well-being
- Language
- Integration Capacity Development.

The goal was to develop a community action plan in each sector.

OLIP discussion tables were an opportunity for all relevant community stakeholders to examine the situation from various viewpoints as well as to share experiences, knowledge and know-how. Together, they identified community priority actions in order to ensure the successful inclusion and integration of newcomers in the Nation's Capital. From these priorities emerged a set of sectoral and horizontal strategic directions which, together, form the Ottawa Immigration Strategy.

Strategic directions, unanimously adopted in 2010, are now being implemented. Stay tuned for more developments!

For more information, contact OLIP Project Director Hindia Mohamoud by email at [hindia.@cic.ca](mailto:hindia.@cic.ca).

*Signed: Editorial team based on an article by OLIP Project Director Hindia Mohamoud published in the 2010 edition of the Eastern Ontario Francophone Immigration Support Network Newsletter.*

### A LIP for Prescott-Russell and S.D.G.

The Eastern Ontario Training Board and T.R. Leger Immigrant Services are leading the new Local Immigration Partnership for Prescott-Russell and S.D.G. This project is funded by the Federal Government through Citizenship and Immigration Canada.

The mandate is to provide leadership to the community in its efforts to:

- attract, welcome, include and integrate immigrants;
- build a continually improving community response to the needs of new Canadians;
- generate a welcoming and inclusive approach to newcomers in the broader community.

Simply put, the partnership aims to bring people and organizations to work together so that newcomers can successfully build their new lives as full members of the community.

The region has almost zero population growth and a declining workforce; attracting newcomers to encourage economic growth is an important issue. The LIP will make recommendations on how the community can work to better attract and retain the people it needs to improve the lives of all residents.

Source : Seaway News in Cornwall

## Overview of Ottawa Immigration Strategy • Strategic Priorities .....

### Sector • Economic Integration

1. Help immigrants navigate toward their employment goals.
2. Enhance access to employment in small and medium enterprises.
3. Harmonize funding and improve coordination among community agencies involved in the economic integration of immigrants.
4. Increase the return on innovation by scaling up the most promising programs and initiatives.

### Sector • Language

1. Enhance the quality and availability of French language training in Ottawa.
2. Improve the planning and deployment of language courses to better match the needs of Ottawa immigrants, and harmonize federal and provincial language programs so they are complementary and mutually supportive.
3. Increase access and reduce wait times for immigrants seeking to obtain specialized work-related language training.
4. Set up a technical working group on language training and associated benchmarks to ensure consistency and common standards across programs and jurisdictions.

### Sector • Settlement

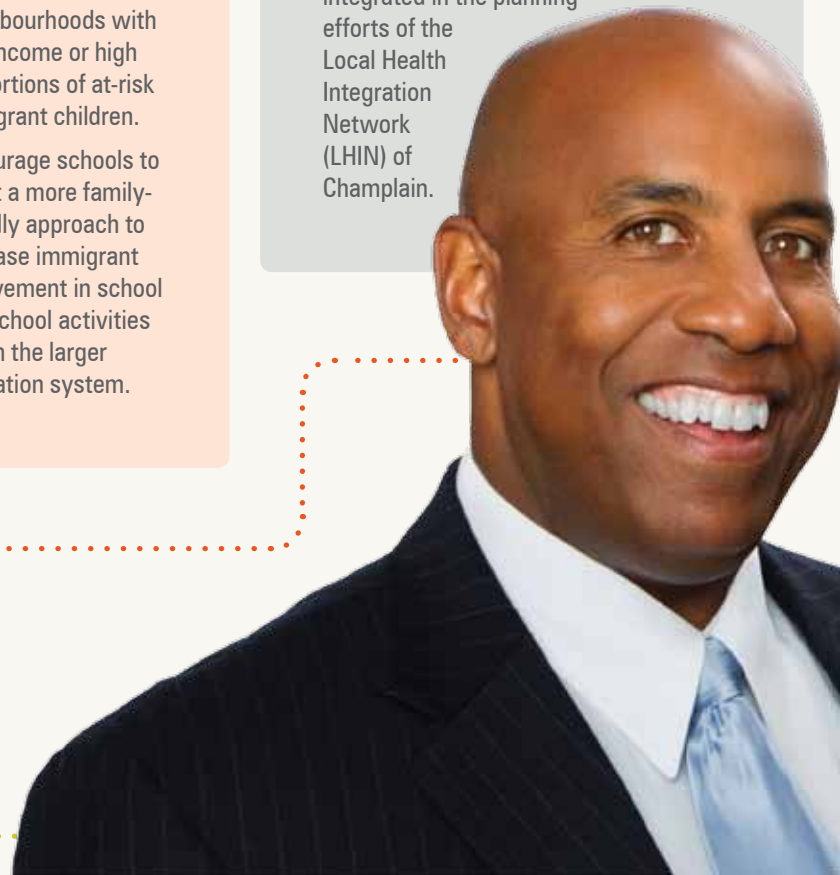
1. Better align the needs of immigrants who settle in Ottawa with the funding that the settlement sector receives.
2. Improve the ability of “mainstream” organizations to assist and provide services to immigrants.
3. Ensure that Ottawa is – and is seen to be – a welcoming community.
4. Improve the ability of “mainstream” organizations to assist and provide services to immigrants.

### Sector • Education

1. Develop neighbourhood or school catchment area plans to emulate the Pathways to Education Model in schools with a high proportion of immigrant students.
2. Evaluate the impact and efficacy of the metrics and funding formulas used to allocate educational resources in Ottawa relative to the needs of neighbourhoods with low-income or high proportions of at-risk immigrant children.
3. Encourage schools to adopt a more family-friendly approach to increase immigrant involvement in school life, school activities and in the larger education system.

### Sector • Health and Well-being

1. Improve immigrants' and refugees' access to health services, including those related to mental health, disease prevention and health promotion.
2. Enhance health literacy among immigrants and refugees, service providers (i.e. health promotion, disease prevention and navigation of the health care system).
3. Ensure that health workers reflect the diversity of the population and that staff are adequately trained to effectively serve immigrants, refugees and ethnocultural communities.
4. Ensure immigrant health as a priority is integrated in the planning efforts of the Local Health Integration Network (LHIN) of Champlain.



### Sector • Integration Capacity Development

1. Create structures and relationships that will help service providers design inclusive programs, governance structures and policies to better serve immigrants and ethnocultural minority communities.
2. Encourage immigrants and minority ethnocultural associations to develop a greater capacity to exercise strong, effective leadership in advocating their interests and to engage in the broader community.
3. Promote and scale-up youth programs that are collaborative, achieve multiple outcomes and create value for immigrants, ethnocultural minority communities and the city.

### Horizontal Strategic Directions

1. Develop and implement a communications strategy with two thrusts: a) enhance and deepen collaborations; and b) improve leadership engagement, public receptivity and support for the goals, principles and plans contained in the Ottawa Immigration Strategy.
2. Develop a closer, mutually supportive working relationship with the City of Ottawa.
3. Foster the sustainable implementation of the Ottawa Immigration Strategy by building consensus that resources devoted to successful immigration are critical to Ottawa's prosperity, vitality, and growth.
4. Prioritize the political components of sectoral implementation plans.
5. Establish a learning and evaluation framework and use this to promote learning, cooperation and progress toward the goals of the Ottawa Immigration Strategy.



## Embracing Diversity in All Its Forms: *A Promising New Kind of Initiative*

By Leslie Ramsay-Taylor, M.S.W., RSW,  
Communications & Partnerships Coordinator,  
Positive Spaces Initiative, OCASI

In large urban centres like Toronto, Montreal, Calgary and Vancouver, some services for lesbian, gay, bisexual, transgender, transsexual, Two-Spirit, and queer (LGBTQ) communities exist and can address the issues of sexual orientation, gender identity, gender expression, racialization and settlement issues. However, how does living on the margins become a conversation of inclusion outside urban centres? The Ontario Council of Agencies Serving Immigrants (OCASI) developed the Positive Spaces Initiative (PSI) in 2009 for the purpose of sharing resources and increasing organizational capacity to more effectively serve LGBTQ newcomers.

OCASI has acknowledged that LGBTQ newcomers are an integral, though often invisible, part of immigrant, refugee and LGBTQ communities. Many of these newcomers experience marginalization from within cultural communities and mainstream LGBTQ communities; this often leaves individuals feeling that there are few options for receiving services.

Now in its third phase, the PSI continues to be funded by Citizenship and Immigration Canada (CIC) and is intended to support and enhance service delivery. Four modules totalling 16 hours of facilitator-led training are the core of the project. To reach a wider audience, OCASI has developed four new e-learning modules in French and English, which are designed as stand-alone training components. Totalling four hours and divided into four 60-minute segments, this self-directed online course reaches out to participants who might be unable to attend the facilitator-led training.

While we recognize that changing views and opinions about LGBTQ communities takes time, OCASI has become one of the voices seeking to raise awareness. Through training, consultations and regional networks, the tide is slowly turning so that LGBTQ newcomers and employees will no longer have to feel as if they have to leave part of themselves at the door, and can access inclusive services within the sector.



For more information about PSI, visit [www.positivespaces.ca](http://www.positivespaces.ca). Online training modules will be accessible at [www.learningatwork.ca](http://www.learningatwork.ca). The project is funded by Citizenship and Immigration Canada.



### Idea for the Summer of 2012

Looking for ways of involving young newcomers in a positive way, especially 16 to 24 year-olds not enrolled in school? Do what the Conseil de la coopération de l'Ontario did last summer. It organized a summer cooperative leadership camp at the University of Guelph – Campus d'Alfred. Participating young immigrants took part in a full week of high-energy leadership activities that included multicultural social outings, visits to business cooperatives and learning conferences.

Source : [www.cco.coop/fr/52](http://www.cco.coop/fr/52)

## Ontario Campaign *by French-language Schools to Attract Newcomers*



Ontario's French-Language Education (FLE) Network launched a video awareness campaign to encourage French-speaking newcomers to enroll in a French-language school.

Many newcomers to Ontario don't know that the province funds a French-language education system that allows them to develop knowledge and skills in both official languages.

"Our goal is to let newcomers know upon arrival that they have a choice," says François Benoit, President of CODELF, the *Conseil ontarien des directions de l'éducation de langue française*.

Produced by communications students from the Ottawa region and professionally edited, the ELF video showcases Ontario's francophonie as a proud and thriving community; it highlights the importance of contributing to the vitality of the French language and the benefits of learning in French.

Eight people participated in the making of the video, including a born and bred Franco-Ontarian and seven newcomers who immigrated from Haiti, Congo and Lebanon. The video is being broadcast via several social media platforms.

According to the most recent statistics released by the Office of Francophone Affairs (OFA), 600,000 Francophones live in Ontario, 40% of whom were not born in the province; 14% were born abroad; 10% are members of a visible minority; 22% of French-speaking newcomers came to Ontario between 2001 and 2006.

FLE activities are made possible with funding from the Ontario Ministry of Education.



Morrice, who is featured in the Network's video campaign, reveals his true Francophone identity.

Translated from source: [www.elfontario.ca](http://www.elfontario.ca)

# Integration and Awareness-raising

## School Board News:

### Launch of Host and Integration Program

By: Marie-Pierre Daoust  
Community Liaison Officer, CSDCCS

In April 2011, the *Conseil scolaire de district catholique Centre-Sud* (CSDCCS) launched a host and integration program in its schools in the Peel-Halton region to help newcomer families. This program was made possible thanks to funding support from Citizenship and Immigration Canada (CIC).

CSDCCS welcomes the French-language Settlement Workers in Schools (SWIS) program as an innovative initiative that makes it possible to provide integration services in nine—and soon 10—French-speaking Catholic schools in the region. The role of settlement workers is to help newcomer families get settled in their host community; they facilitate the integration process for the whole family, ensuring immigrant children are given every opportunity to succeed at school.

the Peel-Halton population is growing at a rate nearly three times faster (17.2%) than Ontario as a whole (6.6%) thanks to immigrants

An increasing number of immigrants are choosing to settle in the Peel-Halton area, a culturally rich and diverse region. According to the 2008 Ontario Trillium Foundation statistical profile, the Peel-Halton population is growing at a rate nearly three times faster (17.2%) than Ontario as a whole (6.6%) thanks to immigrants.

Such spectacular growth means the Peel-Halton region does not currently have the capacity to provide adequate French-language

settlement and integration services. In view of the situation, the school board opted to step into the breach to do what it can to help immigrant families integrate into the region's French-language Catholic schools.

CSDCCS and CIC, indeed the community as a whole, have everything to gain by implementing a settlement and integration service model. Federal funding makes it possible for its schools to have settlement workers on site to guide newcomer children and their families. For its part, the school board covers all administrative costs, in addition to providing office space and technical support. In this way, government funds are used entirely for program delivery.

#### Fully Committed

CSDCCS is fully committed to reaching out to newcomer families and doing everything possible to facilitate their integration into the host community.

With the implementation of the SWIS Program in French-speaking Catholic schools, the school board seeks to improve referrals to settlement services through increased community collaboration and sharing. This is achieved through various partnerships with service providers and Francophone community organizations in the region.

Another important goal is to facilitate the integration of newcomers in the classroom by bringing schools and newcomer families closer together, and everyone in the school community has a role to play in making this happen. That includes school principals, teachers, SWIS of course, but also all the support organizations in the community at large (e.g., parishes, housing and employment assistance agencies).

A key program component is to provide workshops to newcomers—parents and children alike—as well as teachers on the best strategies for successful integration.

Together, CSDCCS and CIC are working to address all of these dimensions and factors within the context of the Peel-Halton reality and dynamics. This joint effort will help launch newcomer families in their new life, while strengthening the region's francophonie.

#### About the CSDCCS

*Conseil scolaire de district catholique Centre-Sud* has been on a growth curve since its creation in 1998. In the fall, it welcomed over 14,000 students in its 41 elementary schools and eight (soon to be 10) high schools. The catchment area spans 40,000 km<sup>2</sup> from the Niagara Peninsula to Peterborough and from Lake Ontario to Georgian Bay.

The school board's mission is to provide students with a quality education, in a French-speaking, Catholic environment, where respect for human dignity, pride in the Franco-Ontarian community, the pursuit of excellence and equality are values that shape our daily lives.

For more information, go to [www.csdccs.edu.on.ca](http://www.csdccs.edu.on.ca).



## **Collège Boréal:** *Multi-partner Initiative in Peel*

By Diane Dubois,  
Associate Vice-President, Collège Boréal

### **Growing Region**

The latest census data show that the population in the Peel region, most notably in Mississauga and Brampton, increased by 17.2% between 2001 and 2006. Brampton is the city with the highest Francophone population growth rate in Ontario. In Mississauga, the province's second-largest municipality, half of the roughly 1.5 million residents were born abroad.

A growing population means booming needs, which explains why Collège Boréal is hard at work in the region. In addition to providing free employment assistance and English as a second language classes, the College is helping French-speaking newcomers to settle in the area. Most are very well educated and highly-skilled. But despite their educational background and professional credentials, they often run into barriers as they look for employment and try to build a new life for themselves. Many have difficulty meeting the requirements for practising their profession on Canadian soil; others lack the English language skills needed to function in the workplace; most have no social support network, all of which impairs their understanding of Canadian culture and hinders their integration.

For these reasons, Collège Boréal does more than just provide professional training: it does a lot of awareness-raising work too. The College helps newcomers to access social networks and get their foot in the door of local employers. And as they learn to speak English, they are also taught everything they need to know about Canadian culture.

### **Launch of "Community Door"**

Working in the trenches, Collège Boréal soon came to realize that newcomers required far more support than what was being provided. The "Community Door" initiative was launched in direct response to the situation in April 2011, in partnership with Peel community organizations, with funding support from Employment Ontario and Citizenship and Immigration Canada (CIC).

This is a unique collaborative model: close to a dozen socially-focused agencies have pooled their resources to set up shop in a central location, across from a popular shopping mall, and work as a team to better serve the community. Collège Boréal is on site along with the Centre for Education and Training, United Way, Peel Senior Link, and the Peel Children & Youth Initiative. These and other service providers have come together in the spirit of partnership to provide complementary services under a single roof. Not only is this better for clients, organizations are saving money, delivering services more efficiently, and achieving a greater impact.

The advantages of this model are plain to see. Client feedback is favourable and service providers are seeing firsthand the many positive effects they are having on the community.

• **For example, in the new location, the Collège Boréal employment resource centre is receiving eight times as many visitors as it did before, and the number of students signing up for English as a second language has quadrupled!**

### **Future Projects**

Collège Boréal, in collaboration with other community partners in Peel, is looking to expand in order to service Brampton and other areas. It is also considering a project that would allow skills training to be provided in Mississauga on a permanent basis.

## **Windsor Essex LIP:** *Achievement through Collaboration*



In January 2010, the Windsor-Essex Local Immigration Partnership (LIP) Council submitted a Community Plan to Promote the Settlement and Integration of Immigrants in Windsor and Essex County. And as highlighted by Project Manager Mary Ellen Bernard in the report summary, the Plan is the result of a broad collaboration.

More than just a compilation of ideas and statistics, the Plan provides a clear snapshot of the community. It takes an in-depth look at service delivery to newcomers and ways of strengthening it; it also sets the stage for the future. The Plan is available online at: <http://www.citywindsor.ca/DisplayAttach.asp?AttachID=17229>.

LIP is an initiative of Citizenship and Immigration Canada (CIC) to encourage communities to work collaboratively across all sectors, at the local level, in order to be more welcoming to newcomers. These partnerships lead to the development of comprehensive strategies and plans designed to address immigrant settlement and integration challenges.

## Call to Action: *Make the Integration of Internationally Educated Professionals a Priority!*



Issuing a call to action is easy enough—providing people with the tools they need to make real positive change is more challenging. Rifssso takes on that challenge in a comprehensive solution-packed tool it developed specially for regulatory bodies, professional associations and other stakeholders involved in the health and social services sectors.

The new tool is crafted as a persuasive business case that uses facts and figures to paint a compelling picture of pressing needs across Ontario, of the growing demand for French-language services, and the impact of labour shortages. In it, Rifssso spells out the consequences of underutilizing the talents and skills of internationally educated French-speaking professionals and the benefits of integrating them, thereby clearly making the case for the need to take action.

The last chapter is dedicated to solutions. Rifssso presents a series of measures organizations can take in key areas—communication, information, training and assessment—to facilitate the integration of health and social services professionals

trained abroad. Rifssso itself, as a provincial body dedicated to improving access to French-language health and social services, is part of the solution. Indeed the provincial organization works collaboratively with all stakeholders providing guidance, expertise, resources and support.

It is now up to each organization—regulatory bodies, professional associations and all other stakeholders—to look at what they can and must do, individually and collectively, to ensure internationally educated professionals are integrated and given the opportunity to make a contribution to Ontario's health and social services sectors. Because, as the Rifssso business case clearly demonstrates, the need for their services and expertise has never been greater!

To consult or download the new Call-to-Action tool, visit [rifssso.ca](http://rifssso.ca). Development of this resource was made possible thanks to funding support from the government of Ontario.

Signed: FOCUS editorial team

*“At this time in Ontario’s history, there is no greater challenge than facilitating the integration of internationally educated professionals into our work force in order to stave off the real threats posed by labour shortages. In the area of French-language health and social services, Rifssso is the ally of choice. After all, our mandate is to improve access to health and social services in a system where the emphasis is on quality and effectiveness.”*



**Nicole Ranger,**  
President of Rifssso

*Regroupement des intervenantes et intervenants francophones en santé et en services sociaux de l'Ontario*

### Did You Know?

The Prescott-Russell Directory of Francophone Organizations is now available. A similar one has been developed in Kingston by the local committee of the Eastern Ontario Francophone Immigration Support Network for the benefit of newcomers. The directory lists public agencies and private companies that hire Francophone and/or bilingual candidates.

## Diversity by Design: A Customized Training Solution for Employers

Managing diversity in the workplace in a way that allows employers and executives to make the most of it in terms of effectiveness, efficiency and productivity—easier said than done!

La Passerelle-I.D.É. has developed an employer-oriented training solution called *Diversity by Design* for that very purpose.

The training solution is part of its comprehensive cultural skills development program made possible with funding support from Citizenship and Immigration Canada (CIC). What makes this program unique is its two-pronged training approach: one component focuses on providing training in the workplace, while the other helps newcomers develop the cultural skills they need in order to succeed in the workplace.

“Bringing together people of different origins and backgrounds can lead to tensions and conflict in the workplace, which can cause communication problems. These problems can have a detrimental impact on an organization’s ability to perform effectively”, says Léonie Tchatat, founder and Executive Director of La Passerelle-I.D.É.

La Passerelle’s training solution for the workplace goes beyond the notion of managing diversity. As part of the training, employees work together as a team to find ways of integrating diversity and leveraging it for success.



This approach will likely appeal to Ontario employers and executives. There is growing recognition that diversity is, in many ways, a great business asset. In fact, a number of studies have shown that, in the global economy, diversity is actually a driving force behind business innovation, creativity and growth.

Best make the most of it!

### Information:



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## New Federally-funded Services for Francophone Newcomers in Durham Region



French-speaking newcomers to Durham Region now have access to a range of new federally-funded settlement services through Conseil des Organismes Francophones de la Région de Durham (COFRD) thanks to funding support from Citizenship and Immigration Canada (CIC).

The new federally-funded services will ensure that newcomers to the area have access to a full range of settlement services and expertise. That includes workshops and orientation sessions, information on housing, education, transportation, employment, finance, legal issues and more. Expert-led workshops help newcomers to better understand the host

community and how to successfully integrate into it.

To learn more about COFRD and its services, please visit [www.cofrd.org](http://www.cofrd.org).

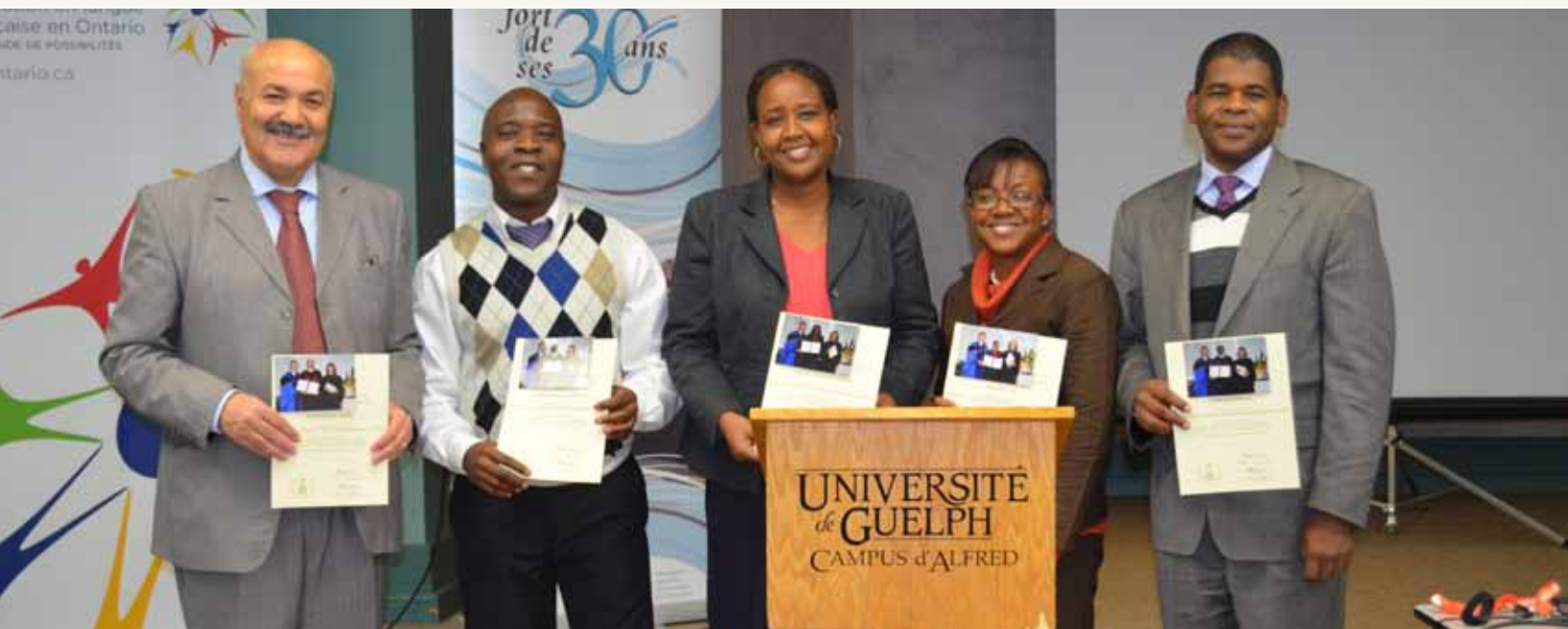
Source: Elaine Legault, COFRD Executive Director

# Economy - Jobs - Recognition

## SESRO for French-speaking Newcomers: *Highlights and Continuity*

By Sonia Fournier, SESRO Project Coordinator

sfournier@alfredc.uoguelph.ca or ESSOR@alfredc.uoguelph.ca.



The Specialized Employment in Support of Rural Ontario (SESRO) bridge training project launched two years ago by the University of Guelph – Campus d'Alfred is now in high gear. Work has started with a second group of foreign-trained professionals with the goal of increasing their employment prospects in the agri-food and rural environment fields.

### The First Cohort

Professionals from Haiti, Morocco, Burundi, Rwanda, Burkina Faso and the Democratic Republic of Congo were part of the first cohort. Having absorbed several hours' worth of course material and analysis data about the agri-food industry, in addition to producing countless résumé drafts, the first SESRO participants were given the opportunity to apply their knowledge to the Canadian job market. This was done through internships at agri-food companies and organization specializing in different areas, e.g., commercialization of cereal crops, dairy production, applied research, farmers' market management, a community kitchen project feasibility study and food safety.

See the story of one agrologist from the first cohort on page 13. It shows that getting experience in the Canadian market is what allows participants to truly showcase their employability.

... the first SESRO participants were given the opportunity to apply their knowledge to the Canadian job market.

### The Second SESRO Cohort

A second group of 15 professionals from different origins and backgrounds, all specializing in the agri-food industry, began training in October 2011.

Empowered by its successes and drawing upon the lessons learned with the first group, the SESRO implementation team is now hard at work with this group of committed professionals who want to put their talents

to work in their host community. In March 2012, a new program for training specialists in waste water treatment was also implemented.

SESRO is made possible thanks to a three-year grant from the Ontario Ministry of Citizenship and Immigration (MCI) and a contribution from the Ontario Ministry of Training, Colleges and Universities (MTCU).

### Did you know?

The bridge training program helps qualified immigrants to enter the job market without having to repeat studies or training done abroad. Bridge training is also known as a transition program.

## From the Ivory Coast to Ontario: témoignage de Charles Kouassi

*"Wanting to put my skills and knowledge to work in my host community, I spent three long years actively looking for a job, without success. On*

*the advice of a friend, I registered as an agrologist with the Ontario Institute of Agrologists (OIA), which led me to discover the SESRO bridge training program. After many setbacks and without great conviction but plenty of frustration, and torn as I was between returning to my native land and achieving professional survival in Canada, I decided to enroll in this project with the unfailing support my wife. Not only was I getting full-time training, I was also working nights at a corner store.*

*The training helped improve my outlook on my new life. Exploring the Canadian agri-food system, living the student experience, exchanging with professionals involved in the field and being able to count on the support of the project coordinator—all of these things led me to another Canadian dream: discovering French-speaking Ontario. This dream appealed even more*

*to me once I learned about the thriving Franco-Ontarian community, its socio-economic needs including the need to groom the next generation of agrologists, and its struggle to preserve the French language. This new insight gave me a linguistic connection to the community, bringing me closer to it, and it sparked a strong desire to work within it.*

*The job readiness component of the SESRO training program was tremendously valuable to me. It helped me to assess my performance and attitudes over the course of the many job interviews I had. And while there may have been mistrust on the part of some employers regarding my racial origins and/or my professional culture, I discovered my own errors, i.e., attitudes, emotions and intercultural communication factors that were preventing me from properly showcasing my talents, my skills and my knowledge.*

*Since I was considering pursuing a career as an economic development officer, I joined the Conseil de la coopération de l'Ontario (CCO) last August to work in that capacity. One of my goals is to revitalize Francophone rural life in the Central Southwestern region by establishing cooperatives and incubator farms.*

*Much like a fisherman who has to adjust his techniques to catch fish, SESRO taught me to be a better fisherman in the Ontario job market. I was able to adjust my techniques by gaining a better understanding of the different kinds of fish swimming around in the different waterways, and the best bait to use with each one. I learned patience and, more importantly, what to do once I hook a fish."*

## Ontario Developing First-Ever Immigration Strategy: Creation of a Roundtable of Experts

To help build a stronger economy, Ontario will develop its first-ever immigration strategy with the help of an expert roundtable which brings together a wealth of knowledge and know-how. It includes business people, employers, academics, specialists in the labour market and immigration as well as an expert in Francophone immigration, Léonie Tchatat, founder/director of La Passerelle-I.D.É., which specializes in economic development and integration.

*"Both Ontario and Canada have a shared responsibility when it comes to immigration and helping new Canadians find jobs. When Ontario grows and prospers so does Canada. That's why the new expert roundtable will help us develop the first-ever Ontario Immigration Strategy to support our case for an immigration agreement with the federal government and build a stronger economy."*

— Charles Sousa  
Ontario Minister of Citizenship and Immigration

The roundtable will present its recommendations to the government in the summer of 2012.

### QUICK FACTS

- Ontario receives more immigrants than all the Western provinces, all the Atlantic provinces and the three territories combined.
- Newcomers make up 30% of Ontario's labour force.
- In 2001, the Federal Skilled Workers Program accounted for 77% of economic landings to Canada. By 2010, that number had fallen to 46%. More than 60% of these newcomers have historically landed in Ontario.

Source: <http://news.ontario.ca/mci/en/2012/03/ontario-developing-first-ever-immigration-strategy.html>

## Job Search Workshop Program *Gets Extreme Makeover*

By Costi Immigrant Services

The Job Search Workshop (JSW) program, funded by Citizenship and Immigration Canada (CIC), has been revamped. No longer simply an information delivery session, the new JSW puts the individual needs of the client sharply into focus. Clients participate fully in all aspects of the program and are able to develop their own action plan for job search. They come out of the workshop feeling confident and well-equipped to look for meaningful employment. JSW is currently being delivered in French by four service providers in Ontario, namely:

- Centre Francophone de Toronto
- LASI World Skills in Ottawa
- New Canadians' Centre for Excellence in Windsor
- T.R. Leger Immigrant Services in Cornwall.

There are three components to the new JSW program: assessment, information and referral and follow-up. All eligible clients participate in the mandatory components of the new JSW, but only suitable clients

participate in JSW workshops (Module I and/or II). The assessment process helps to determine program suitability and the job search needs of clients.

### Client Suitability for Modules:

- Canadian Language Benchmark level 5;
- Has an occupation goal, but needs planning and understanding in a Canadian context;
- Needs understanding of Canadian companies/business/culture;
- Needs to develop a networking list and strategies to connect with others;
- Has basic computer skills (Word/Internet); and
- Can commit to the entire JSW schedule and has the time and support needed to practise their learning off-site.

The new JSW Modules I and II employ well-tested and evaluated curricula that work well if the right clients are involved. In keeping with the framework of the new JSW program, Modules I and II will help clients to build confidence in their own professional

skills and accomplishments; build self-efficacy in their job search, promote self-analysis and empowerment to make informed choices; promote understanding and connections between job search and the Canadian business perspective, and; decide strategically the next job search steps.

One strategic difference is that clients have a strong role to play in the success of the program and in achieving their goals. The curriculum moves away from a lecture-style presentation of topics and focuses instead on simple but critical questions for clients to answer. It motivates the clients to reach their own goals, in their own way, at their own pace. And although this curriculum has been created for a group-format program, it never strays too far from the individualism and uniqueness of each of our clients.

### Assessment and Follow-Up Process

As a result of the assessment, clients receive an action plan, which outlines their next steps to becoming job-ready. Every client receives an action plan and follow-up, whether or not they go on to either one or both of the JSW Modules.



**MODULE I: OCCUPATION BLUEPRINT***(16 hours, over five days in length)*

In Module I, clients learn about the Canadian workplace culture, the difference between soft skills and technical skills, networking, the hidden job market and they practise answering questions using the SAR (situation-action-result) technique. They discover how to research the labour market and they learn about hiring practices, employer expectations, and how to identify their own qualifications within the Canadian context.

Clients look at their resume in detail, understand how their work fits into the equivalent Canadian occupation, identify gaps/barriers to working in Canada in their field as well as how to overcome them, and they compile a master inventory which will later be used to build their resume.

At the end of this workshop, facilitators help clients on a one-on-one basis to complete their occupation blueprint and identify next steps in their action plan.

**MODULE II: JOB SEARCH***(14 hours, over four days in length)*

Module II is focused on specific job search strategies, such as the recruitment process, cold and warm calling, how to interpret job postings and target resumes, and different types of job interviews. Clients learn how to answer common interview questions and, in particular, how to respond to behaviour-based questions.

At the end of this workshop, facilitators assist clients on a one-on-one basis in completing their targeted resume and cover letter, and discuss the client's next steps in their job search journey.

Whether participating in employment assessment only, or attending Module I or II, the new JSW is all about helping newcomers and internationally-trained professionals better understand their strategic next steps in their own unique job search process. It is a unique foundational program that will better prepare clients.

Here's what participants/facilitators are saying about the new JSW.

*"The new workshop curriculum is great. Participants find it very practical and helpful in guiding them through the job search process in Canada."*

**Jeanne d'Arc Mukangarambe**, French-language JSW Facilitator, Lasi World Skills

*"The World Skills workshops are helping me build up my network of contacts, better understand employers and the Canadian labour market. They're helping me prepare for job interviews and boosting my self-confidence in the process. I like the friendly atmosphere, the workshop themes and the facilitators—all key things that help us achieve job readiness."*

**Kaba Mamady Laye**, LASI World Skills participant seeking employment.

**Funding Lead**

Need funding? You may want to look into the Ontario Ministry of Citizenship and Immigration's Partnership Grant Program. It provides funding for projects designed to strengthen sector capabilities in areas such as communications, coordinated service delivery, volunteer management, training and governance. For more information, visit:

<http://www.citizenship.gov.on.ca/french/pp/grants.shtml>.



# Regionalization

## Economic Integration: A Growing Example in Windsor

By the Central Southwestern Francophone Immigration Support Network



The community gardens project was launched in Windsor in the fall of 2011. RDÉE Ontario, the provincial organization that promotes the economic development of Ontario's francophonie, is sponsoring the two-year project with financial support from the Ontario Trillium Foundation.

Together, RDÉE Ontario and Windsor's Place du Partage are working to establish a producer co-operative that grows and markets exotic produce such as okra, hot peppers and African eggplant. The Windsor-Essex *Centre francophone pour immigrants* (CFI) is also involved in setting up a distribution co-operative to market the locally-grown produce.

This sort of venture is very challenging and requires the support both of partners and funders. Thanks to funding support, RDÉE Ontario was able to hire a project coordinator whose mandate was to provide assistance to the local groups working on setting up the co-ops. For example, in partnership

with the Pain Court High School's Specialist High Skills Majors program in agriculture, the producer co-op was able to incubate its products in the school's greenhouse. In addition, with the help of other partners such as the Unemployed Help Centre and Windsor Lifeline Outreach, the co-op was able to get land plots and begin growing exotic produce in the region.

The project coordinator was also able to secure more funding to support marketing activities in the start-up phase. For instance, with funding from the Community Futures Development Corporation (CFDC), the distribution co-op hired a communications firm to develop a marketing plan.

The Central Southwestern Francophone Immigration Support Network is proud to support this agricultural project, which is helping to foster the social and economic integration of French-speaking immigrants in the region.

### What's New?

The Ontario Movement for Francophone Immigrant Women (MOFIF) has launched the *Viser haut* project thanks to funding from Status of Women Canada and Heritage Canada. The goal is to increase the presence and participation of women from Francophone racial and ethnocultural minorities in decision-making roles across the province. The idea is to encourage them to get involved in the decision-making process and to equip them with the right governance tools. The project also seeks to raise awareness among decision-making bodies of the importance of encouraging women to join their administrative boards. The project provides a mix of theoretical and practical governance training as well as opportunities to network with the sitting board members of participating organizations.

Source: <http://www.mofif.ca/encours.htm>



## Francophone Immigration Support Network of Eastern Ontario

### *Milestones and Highlights October 2011 to March 2012*

By St-Phard Désir, Coordinator

Since immigration is an obviously effective way of ensuring population growth within Francophone minority communities, the Network remains focused on building newcomer settlement and integration capacity throughout the region.

Employment is key to achieving our goal, requiring the involvement of economic stakeholders and the community as a whole. With the support of our members, we seek to promote the hiring of French-speaking newcomers by raising awareness and engaging employers. We also encourage newcomers to create new business opportunities especially beyond urban areas. Just as importantly, we

work collaboratively with Anglophone and Francophone communities, since both have a vested interest in promoting Francophone immigration to the region.

#### **Milestones:**

##### **Employment and Economic Development**

- The Network held a regional forum in February 2012, in Ottawa, themed Immigration: An undeniable driver of economic development. Over 100 participants signed up for the event. And in Stormont-Dundas-Glengarry, Prescott and Russell (SDG and PR), stakeholders at a one-day forum explored ways of attracting French-speaking newcomers to the region.

- Much has happened in the Kingston area. We produced and distributed an employer directory to newcomers. A working group was established in concert with KEYS Job Centre and RDÉE Ontario to organize a bilingual job fair in September 2012. And another working group has been set up with the support of the Kingston Immigration Partnership (KIP), the Kingston Economic Development Corporation (KEDCO), Association canadiennne-française de l'Ontario – Conseil régional des Mille-îles and the Kingston Chamber of Commerce. This group will look at ways of encouraging the hiring of immigrants. Furthermore, a number of work sessions have been held with the Kingston Social Planning Council (SPC) to discuss the creation of a social enterprise and innovation centre.

- Together with the Ottawa Local Immigration Partnership (OLIP), we have developed a project to facilitate the integration of French-speaking newcomers in the region. And on the issue of employment in the Nation's Capital, we have held several work sessions to flesh out the terms of reference and the objectives of an employment task force.
- We have provided support to companies such as ELPA and InterCall in Kingston looking to recruit Francophone bilingual workers. We are also working with economic development corporations, specifically in Hawkesbury and Cornwall, to map out a common strategy to actively engage employers in the region. Efforts with our partner Hire Immigrants Ottawa and other key stakeholders, such as the University of Ottawa and La Cité collégiale, are ongoing. Our focus is on developing mentoring opportunities with Francophone employers.

#### Member Partnerships — Projects in the Works

- Following the release of the Bisson study (2011), which paints a picture of Francophone immigration in the Kingston and Cornwall areas, we have become involved in a number of undertakings. One project involves offering information sessions and distributing kits in the Kingston area in partnership with the *Élargir l'Espace Francophone* initiative. The goal is to promote the French-language education system to newcomers, thereby giving them an opportunity to enrol in a French-language school. And to better inform newcomers of the availability of French language services in the area, the local committee in Kingston is planning to produce a video.
- Work with LIPs throughout the region is ongoing, i.e. in Ottawa, Leeds & Grenville, Belleville, Kingston, Peterborough and SDG and PR. The Network is taking steps across the region to ensure that French-speaking newcomers are included in regional and local strategies.

#### Social and Cultural Integration

- Cultural and social awareness-raising efforts are also ongoing thanks to activities at Café bistro in Cornwall, where Franco-Ontarian and immigrant talents come together on the stage. The SDG and PR committee organized three cultural events, one featuring improvised performances denouncing immigration biases and stereotypes, another involving youth interested in producing a show, and a third to celebrate Black History Month. Again this year, the Network joined the mayor of Cornwall in launching Black History Month celebrations.

Much more will be happening in the next six months throughout Eastern Ontario. Stay tuned!





## New Action Plan for Northern Network

By Maryline Pillet / Réjean Grenier

The Francophone Immigration Support Network of Northern Ontario has adopted a new action plan, which sets out concrete measures for supporting Francophone immigration in the region. These measures are the result of recommendations put forward by some 50 stakeholders gathered at the annual forum held on March 23, 2012, in Sudbury.

The 2012 Forum was organized in challenging circumstances: momentum had waned following the departure of the Network coordinator, the focus then shifted to the arrival of his replacement, and there was very little time in which to prepare. Regardless, the organizing team, thanks to its drive and experience, succeeded in pulling it all together. Also, regional meetings held beforehand with the new Network coordinator were especially helpful in the identification of key issues to be addressed at the forum.

Network partners responded favourably to the invitation: over 50 stakeholders representing government, institutions and service providers from across the region were in attendance. They took part in three workshops, one focusing on the economic integration of newcomers, another on recruitment strategies, and the third on Network governance. The keynote address was delivered by Chedly Belkhodja, Professor at the University of Moncton.

In forum discussions, participants underscored the need to reinforce ties in the area of Francophone immigration between cities across the region. They also stressed the importance of adopting effective collaborative strategies to recruit, welcome, employ and retain newcomers. Their recommendations form the basis of a realistic action plan to be implemented by the Network.

The new Network coordinator, Maryline Pillet, who took over on January 30, 2012,

has met with many key partners and, thanks to an engaging style, is breathing new life into network activities. In addition to implementing the action plan, the coordinator is developing a new branding strategy which includes the creation of a network logo and web site. These tools will enhance the Network's profile and its ability to promote its involvement in communities across the region.

### Change of Name

The Local Immigration Partnership (LIP) in Prescott-Russell, Stormont, Dundas and Glengarry is now called the LIP for the five eastern counties. The Eastern Ontario Training Board, which receives funding for the LIP, is also conducting a survey with immigrants. Stay tuned.

## Launch of New Interprovincial Partnership Initiative: Access to French-language Justice for Newcomers



A partnership linking four organizations, namely La Passerelle-I.D.É., the *Association des juristes d'expression française de l'Ontario* (AJEFO), the *Fédération des associations de juristes d'expression française* (FAJEF), and the *Réseau de femmes afro-canadiennes francophones* (REFFAC), has led to the launch of an unprecedented awareness-raising initiative. The goal is to promote and facilitate access to French-language justice and careers in the justice sector for French-speaking newcomers in Alberta, Manitoba and Ontario.

*"This is the first partnership of its kind in French Canada and it is predicated on a long-term vision. As partners, we share a vision where access to justice and to careers in this vital sector will become essential elements of the integration process of newcomers and their life as new Canadians", said Léonie Tchatat, Executive Director and founder of La Passerelle-I.D.É.*

Funded by Justice Canada, the awareness-raising initiative was developed based on the recommendations of a landmark study led by Ronald Bisson et associé.e.s. Released in 2011, the study looked at the issue of access to justice and justice careers by French-speaking immigrants in Francophone minority communities in Canada. Researchers concluded that:

*"in light of the challenges and obstacles documented in the study, it will be necessary to devise strategies specifically for newcomers and to take steps in order to improve access to justice and careers in that sector".*

These findings compelled the four partners to join efforts in mapping out a three-pronged interprovincial outreach strategy to be implemented in 2012-13 in the cities of Edmonton, Winnipeg, Toronto and Ottawa. Key activities include:

- **awareness-raising workshops** for French-speaking newcomers, in particular immigrant youth and their mothers;
- **information tools and a justice career fair** for high school students;
- **cultural skills training** for stakeholders working within the justice system.

Those activities will help to bridge two major gaps. Access to justice is crucial to French-speaking newcomers who, as members of a linguistic minority and new Canadians trying to rebuild their lives, find it hard to move forward. The other gap is one of mutual comprehension and communication between the stakeholders within the justice system and Francophone immigrant communities.

**Justice**  
en français aussi  
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*"We are very proud to join a leading community organization in responding to the very real and pressing information needs of a fast-growing and highly diversified population. We are committed to working in partnership with stakeholders in Alberta, Manitoba and Ontario", said Rénald Rémillard, FAJEF Executive Director.*

For AJEFO Executive Director, Danielle Manton, the new initiative fits perfectly with her organization's plain language communication strategy, which seeks to make French-language justice more readily accessible to the lay public primarily through web resources.

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